

# Travel Park Incubator Network

IRE Workshop

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# The Tourism Industry

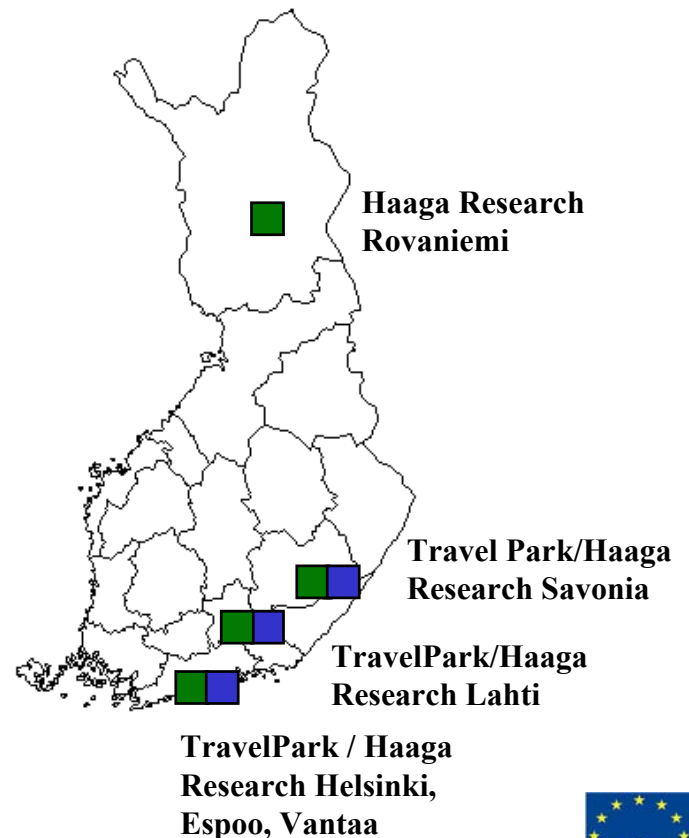
- **Tourism industry is one of the leading industries in the world**
- **Important for regional development and job creation**
- **Relatively low entrance barrier**
- **The product defined by the consumer - synthetic industry**
- **Acts integrative (across sectors)**
- **Networked industry**
- **Information business**
- **Not only adapter of technology, but also driving force**
- **Volatile economic situation**
  - especially SMEs problem of economic performance
- **„Relatively“ long and variable value chains**
- **Problem of adapting to new and competitive market situation**
- **Rapidly changing - nearly chaotic situation**  
(structure, products, players)

# The Tourism Industry in Finland

- In 2001 € 8,015 billion was spent on tourism in Finland (TSA)
- Added value € 2.79 billion
- Amount of labour in tourism industry in Finland is 57 000 full time employees
- Domestic tourism covers 71% and inbound tourism 29% of the tourism industry in Finland
- Quality, safety and environmental issues are the key success elements (national quality programme in tourism 2000-2005)
- Advantages: space & silence, nature and modern infrastructure
- E-commerce and technology based new solutions in travel industry
- Regional cooperation, Nordic countries, Baltic states and Russia. Gateway position
- The job creating effect of tourism does not increase as much as turnover, however, tourism cannot be automated or transferred so it remains an important "employer" in many regions of Finland

# Travel Park Incubator Network

- Administered by Haaga Institute Foundation
- R&D unit Haaga Research in charge of operations
- Incubators in Helsinki, Espoo, Vantaa, Savonlinna and Lahti
- Incubator with and without walls (Virtual Travel Park)
- Support local tourism strategies and co-operate with key players in the area
- Public-private funding from the area (steering group)
- Business Centers located in synergic environment



# Travel Park Incubator Companies

- 175 companies established since year 1997
- 75 % of the companies are start ups and 25 % companies with growing stage
- Typical turnover after 1-2 years 80.000-100.000 EUR
- Special know how to the niche markets
- Travel industry cluster; new start ups across sectors
- New business ideas; experts from the business, lifestyle changes, schools, structural changes eg. agriculture
- Outdoor activities and special tour operators –connected industry in growing cities serving mainly b-b market
- Special attention in quality, safety and environmental issues



Travel Park company See Finland combines forest and high technology in its HITEC FOREST program

# Travel Park services

- **Business Center services:**
  - **Provided at cost price**
  - **Modern office and telecommunications equipment**
  - **Meeting facilities**
  - **Access to the Internet and Promis system**
- **Consultation**
  - **Experts in travel business**
- **Mentor Program**
- **Training Program**
- **Joint Fair Operations**
- **Co-operation with educational institutions**
- **Web site ([www.travelpark.fi](http://www.travelpark.fi))**
- **Virtual incubator**
- **Quality program (Quality1000)**
- **Observer –media monitor**
- **Go Finland – tourism reservation and selling website**



**Travel Park company Fishing Lords provides winterfishing in the Gulf of Finland**

## Travel Park process

Marketing plan

- brochures

- website, fairs

Distributors

Partners, Investors

Path to Tourist Entrepreneur-  
training program

Incubator contract

Membership fee

Business Center:

- Rental agreement

Virtual Travel Park

Quality1000

Go Finland

Mentor Program

Marketing  
and  
PR

Contacts  
and  
Selection

Check-in  
and  
Contract

Starting  
and  
guidance

Develop-  
ment  
and  
growth

Exit  
and  
Follow up

Haaga Polytechnic Preincubator

Application Form

Business Plan

Profitability

calculation

Action plan

Consultant

- analysis, strategi, economic,

legal, marketing

Training

Joint fair operations

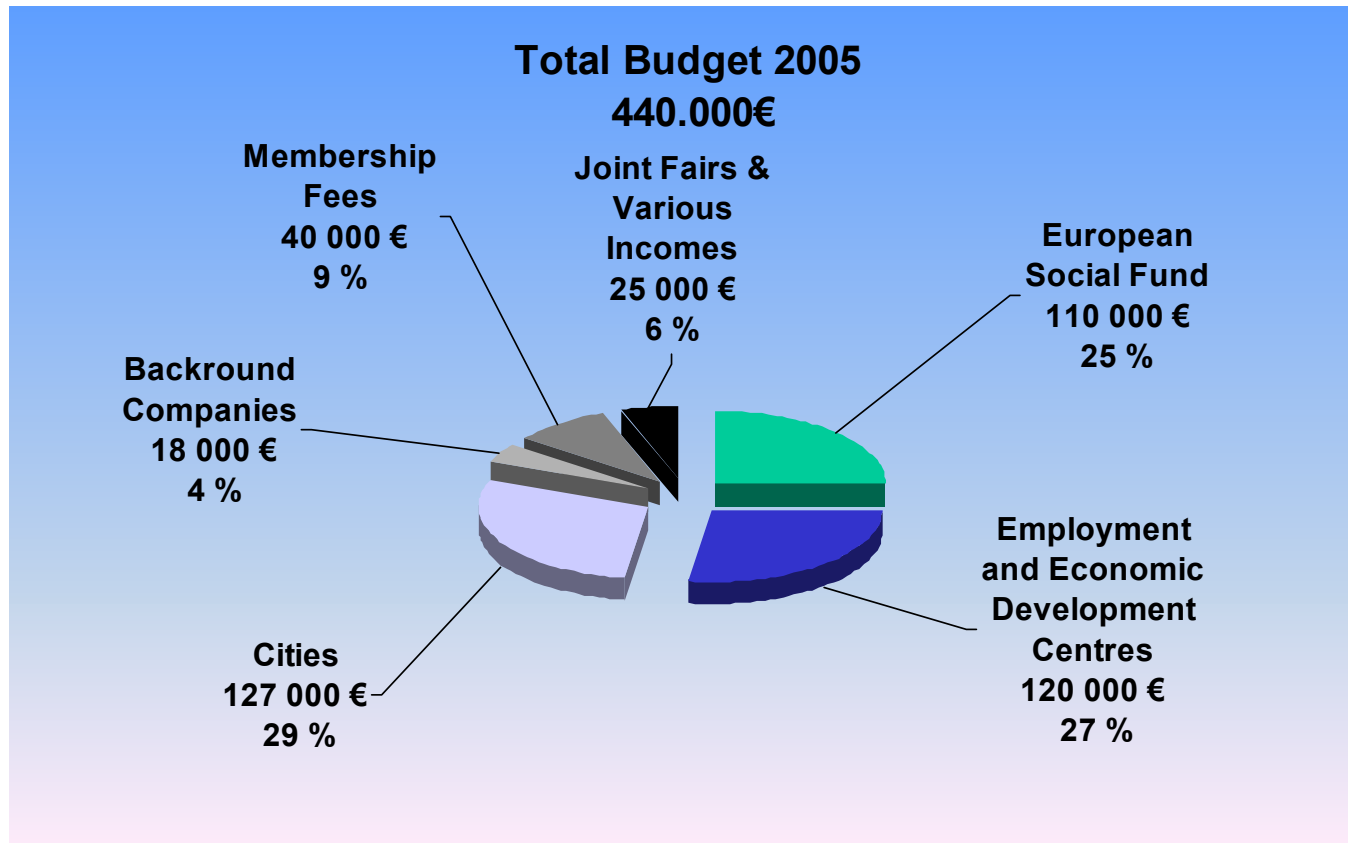
Observer

Networking

Travel Park Club



# Travel Park Funding





# Thank You !

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